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ANT PLC
(“ANT” or the “Company”)

Contract Win with Tier One Satellite TV Operator

Arab Media Corporation to pioneer new TV service with ANT's technology across the Middle East and North Africa

ANT plc (AIM: ANTP), a leading provider of software and services for the delivery of digital TV, is pleased to announce that Arab Media Corporation (AMC), the major Arab satellite TV operator and owner of Arab Radio and Television has licensed both the ANT Galio Browser and ANT Galio Core Applications to launch a new TV service across numerous geographies. ANT is working directly with this tier one satellite TV operator to develop hybrid next generation TV services and applications which are expected to launch in 2010 with an extensive roll out across 26 countries in the Middle East and North Africa.

The project gives Arab Media Corporation a platform to grow its existing service and provide a variety of new multimedia services supported by ANT enabled hybrid set-top boxes. The planned feature upgrades include an Electronic Program Guide (EPG), Personal Video Recorder (PVR), Video on Demand (VoD) and zapper functionality. Additionally, personalised advertising will be incorporated into these services for the first time. The service will have an entirely new design created by Arab Media Corporation and implemented by ANT. An important capability of ANT's technology is that it enables the re-design of these services at any time following their initial launch.

“It is important for us to be able to build a compelling new service and also to have a solution that can continue to grow. ANT, with its standards-based software architecture, is at the forefront of delivering next generation services and applications,” said Alan Constant, CTO of Arab Media Corporation. “We are looking beyond what the market is currently demanding to the types of services that consumers will want next year and in future years.”

Simon Woodward, CEO of ANT, commented, “We are excited to be working with a leading satellite operator to bring new services to the Middle East and North African markets at a time when rapid growth is forecast in these regions. This agreement is a significant milestone for ANT. By working directly with a tier one satellite operator such as Arab Media Corporation we are able to offer ANT's considerable experience in TV service development and deployment in a partnership which can have a major influence on the evolution of TV services.”

No financial information has been disclosed.

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About Arab Radio and Television Network (ART)

Founded in 1993, Arab Radio and Television Network is the leading producer of premium Arabic family programming and entertainment worldwide. ART has a key role to source, produce, and collate, complete

entertainment solutions for the Arab Media Corporation which is perhaps the largest single Arab media holding company globally. The group has extensive access and rights to a premium selection of Arabic content, meaning pay television viewers in all of the ART territories get more value for their money than with any other cultural network. Currently the paid TV platform is chosen by more than 2 million viewers as their essential viewing and entertainment provider. With exclusive rights to the biggest and most popular sport events, the largest library of Arabic movies and dramas, unique breadth of international entertainment channels, ART is unmatched in providing comprehensive, all-encompassing entertainment for the families residing in the Middle East & North Africa.

About ANT

ANT plc (www.antplc.com) is the leading provider of client software solutions and services to the digital media industry. It develops open-standards-based client software and applications to enable operators to exploit digital media across a broad range of consumer devices from TVs, set-top boxes and DVD players, to portable media devices such as mobile phones and personal media players, regardless of content delivery platform.

ANT enables media driven organisations to quickly create and roll-out innovative and successful applications and TV services on any consumer device, enabling operators to attract new subscribers, reduce churn and increase average revenue per user.

ANT's software has been extensively deployed by customers throughout the world including Cisco, Chunghwa Telecom, Foxconn, France Telecom, Humax, LG/Nortel, Philips, Sagem, Samsung, SaskTel, Telecom Italia and Thomson.

ANT plc's shares are listed on AIM, a London Stock Exchange regulated market, under the ticker ANTP (Reuters: ANTP.L, Bloomberg: ANTP.LN).